

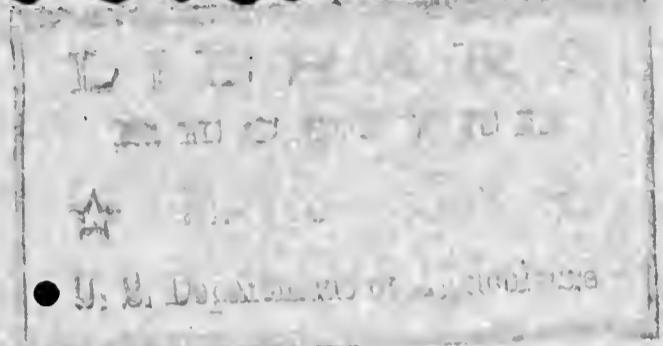
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JERSEY-GROWN

Dahlias



1939

THE FIFTEENTH YEAR

BENNETT K. MATLACK
COTTAGE AVE. AND OXFORD ST.
BRIDGETON, N. J. PHONE 970



Greetings-

Here again is my little catalogue full of good Dahlias. Better grow some of them this year and really know the thrill that comes with beautiful flowers. All your neighbors will be in to see them.

Prices are as low as they can be when quality is considered. Remember all stock is guaranteed. It is your protection. You will find I mean it. I do not substitute.

Late ordering often leads to disappointment. Order early; it will help both the buyer and the seller.

Visitors always welcome. Be sure to come during September and October to see the flowers in bloom.

Postage paid on all orders of One Dollar or over.

Cash with order. Stamps accepted on the smaller orders.

Roots shipped after April 15th unless otherwise ordered.

Plants shipped after May 15th; twenty-five cents extra for Special Delivery on Plants is good insurance.

No Dahlia Plants shipped outside the Japanese Beetle Zone.

Seedlings. This year I am growing a number of outstanding seedlings. If you are interested, plan a visit to see them. Try a few seeds yourself this year.

Honey—1938 crop completely sold. Expect to have plenty in the fall of 1939.

BENNETT K. MATLACK
Bridgeton, N. J.

SPECIAL DISCOUNT—LAST PAGE

GENERAL LIST

C, Cactus; S-C, Semi-Cactus; ID, Informal Decorative;
FD, Formal Decorative; P, Peony; IC, Incurved Cactus.

ADIRONDACK SUNSET. ID—Large beautiful flower of scarlet and yellow mixed. Good growth.
Plants, 50c.

AMBASSADOR. C—Soft yellow buff, shaded salmon pink. Really hard to beat.
Roots, 35c.

AMERICAN PURITY. S-C—A new white Dahlia on excellent bush and stems. Splendid for the show or as a cut flower. You will like it.
Roots, \$3.00; Plants, \$1.00.

AMERICAN TRIUMPH. IC—Large oriental red cactus flower.
Plants, 50c.

ARELDA LLOYD. ID—Lemon yellow, suffused with rose. Has made a name for itself.
Roots, 75c; Plants, 50c.

AUTUMN MOON. FD—Good habits. A yellow with color and form.
Plants, 50c.

AZURA. ID—Large rosy lilac flower on tall rugged plant.
Plants, 50c.

BAGDAD. ID—Scarlet flame flower of wonderful size. Good bush and stems.
Roots, 25c.

BALLEGO'S SURPRISE. S-C—Beautiful white cactus. Won almost everywhere last year.
Plants, 50c.

BLUE RIVER. FD—Striking color. Very much admired in our Dahlia patch last autumn. Every one stopped to see this French violet flower on a good bush with heavy foliage and excellent stems. You better get it.
Roots, 75c; Plants, 50c.

CALIFORNIA IDOL. ID—This giant yellow Dahlia has a coast-to-coast reputation. Honor Roll Dahlia.
Plants, 50c.

CAMEO. FD—Coral-rose with mallow pink reverse. This flower is very popular everywhere.
Roots, 50c.

CANARY CUP. FD—One of the prettiest yellow Dahlias. Fine stems. Wonderful cut flower.
Roots, 35c.

CAPE MAY. C—An incurved cactus of a beautiful violet rose. Free bloomer.
Roots, 75c.

CAVALCADE. FD—Mulberry and old rose. Good stems and bush. Heavy foliage. Excellent.
Roots, 50c.

CHEMAR'S EUREKA. FD—Long, stiff stems. Flowers white with lavender pink suffusion.
Roots, 25c.

CHINESE LANTERN. ID—Color, a bright rose red with reverse of gold. A really fine flower. Scored 85.5.
Plants, 50c.

CITY OF CLEVELAND. ID—Russet-red flower of fair size and excellent growth. Always in bloom.
Plants, 50c.

CLARA BARTON. ID—Immense blooms of silvery orchid with a reverse of lavender. Good growth and highly recommended.
Roots, 50c.

SAVE MONEY ON COLLECTIONS

- CLARA CARDER.** **ID**—Wonderful new Dahlia from New Zealand. Very large flowers on excellent stems and bush. Color distinct, lovely cyclamen pink. Petals wavy and altogether beautiful. **Plants, 50c.**
- CONG. WOLVERTON.** **ID**—Bright salmon pink flower with a growth similar to Rodman Wanamaker. **Roots, 35c.**
- DEMOCRACY.** **FD**—Yellow and primrose shaded gold. **Plants, 50c.**
- DISCOVERY.** **ID**—1937 Introduction. Deep rosy magenta with reddish garnet center, reverse rose. In the big flower class. **Plants, \$1.00.**
- DIXIE RAVENSCROFT.** **ID to S-C**—Flame, reverse gold. Large flowers on good stems. Excellent. **Plants, 50c.**
- DR. JOHN CARMAN.** **FD**—Large blooms of Tyrian rose shaded with silver. **Roots, 25c.**
- EAGLE ROCK FANTASY.** **ID**—An outstanding Dahlia. Splendid stems and bush. Violet rose with silver shadings. Flowers large and most beautiful. Highly recommended. **Plants, 50c.**
- ELITE GLORY.** **FD**—A very large, rich red flower. Bush and foliage very strong. **Roots, 25c.**
- ELIZA CLARK BULL.** **FD**—Beautiful white. One of the best. **Roots, 35c.**
- ELLA MAY.** **C**—A rich deep crimson carmine. Fine stems. A real flower. **Roots, 35c.**
- EVA L. QUADLING.** **ID**—A huge, rich deep red variety on fine, strong stems. **Roots, 35c.**
- FAITH GARIBALDI.** **FD**—Very large, rose pink. **Roots, 35c.**
- FORDHOOK VICTORY.** **ID**—Very large flower of a pleasing formation. Rich Tyrian rose. **Roots, 25c.**
- FOREST FIRE.** **ID**—Large flame colored flower on good stems and bush. Certified Dahlia. **Roots, \$1.00; Plants, 50c.**
- F. W. FELLOWS.** **C**—Orange terra-cotta. **Roots, 50c.**
- GOLDEN PRINCE.** **ID**—Beautiful gold, blended peach. **Plants, 50c.**
- GOLDEN STANDARD.** **C**—Buff, shaded amber. Very good. **Plants, 50c.**
- GOOD NIGHT.** **ID**—A dark Dahlia of ox blood red, shaded maroon, on perfect stems and bush. **Plants, 50c.**
- GRAF ZEPPELIN.** **FD**—Pure white flowers on good stems. **Roots, 25c.**
- GREATER GLORY.** **S-C**—Beautiful violet rose. Bush growth good. Outstanding flower. **Plants, \$1.75.**
- HUNT'S VELVET WONDER.** **ID**—Very large, well-proportioned purple flowers. Good stems and heavy, dark green foliage. **Roots, 50c.**
- JANE COWL.** **ID**—Buff and old gold, blending to rose in center. As nearly perfect as any Dahlia. Be sure to grow it. **Roots, 25c.**
- JANET SOUTHWICK.** **ID**—Remarkable Dahlia of Tyrian rose and Burgundy red. Good bush and stem. **Roots, 50c.**

Every dahlia root grown in my own gardens

- JEAN TRIMBEE.** S-C—Large, petunia purple flowers on sturdy bush. Striking. **Plants**, 50c.
- JEROME KERN.** ID—Shrimp pink, tinted gold and bronze. The petals curl and twist in a most artistic manner. Really good. **Roots**, 50c.
- JERSEY'S BEACON.** FD—Very good and showy Dahlia of Chinese scarlet. Grow it. **Roots**, 25c.
- JERSEY'S BEAUTY.** FD—Eosine pink. A truly great Dahlia. **Roots**, 25c.
- JESSICA DRAGONETTE.** S-C—Apricot and mauve. Large blooms. Fine stems. **Plants**, 50c.
- JOSEPHINE G.** S-C—A beautiful, true rose pink flower with petals tipped yellow. Very well recommended. **Roots**, 35c.
- KATHLEEN NORRIS.** ID—A gigantic rose pink flower of splendid substance. One of the finest flowers grown. **Roots**, 50c.
- KING OF THE BLACKS.** FD—Dark, rich, velvet red, almost black. Very striking. If you like dark Dahlias, try this one. **Roots**, 50c.
- LILAC GLORY.** C—Delightful medium-sized lilac cactus flower. Fine for cutting. **Roots**, 35c.
- LORD OF AUTUMN.** ID—One of the best Dahlias I have ever grown. Beautiful yellow on real stems and bush. Very large. Blooms all summer. You can't go wrong on it. Be sure to have it this year. **Plants**, 50c.
- MARGARET W. WILSON.** FD—Fine stems and foliage. Very large flowers of an opalescent pink. **Roots**, 25c.
- MARGRACE.** ID—Has won many prizes. Won three Certificates of Merit. On four Honor Rolls. Brilliant scarlet, tipped and striped with gold. You can't help liking this flower. Stems and bush good. **Plants**, 50c.
- MARYLAND GLORY.** ID—Rich American Beauty Rose color. This should be in everyone's collection. It is really one of our outstanding Dahlias. I can absolutely recommend it to any and all. **Roots**, 35c.
- MARVELOUS.** FD—Bright orange with yellow on tips and bases of petals. Honor Roll Dahlia. **Plants**, \$1.00.
- MID-WEST CHAMPION.** ID—Brilliant violet rose, shading to yellow at base of petals. One of the best keeping Dahlias when cut. Excellent stems and heavy foliage. It is admired everywhere. Always full of bloom. **Roots**, \$1.00; **Plants**, 50c.
- MILTON CROSS.** ID—Very large bloom. Center lemon yellow, shading to rose and coral on outer petals. **Plants**, 50c.
- MISS ELSIE JANE.** S-C—Beautiful crinkled flower of shrimp pink and violet. Outstanding. **Plants**, 50c.
- MONMOUTH CHAMPION.** FD—Brilliant orange. Strong grower with perfect stems. Very satisfactory. **Roots**, 35c.

Every root guaranteed to grow

- MRS. GEORGE LE BOUTILLIER. ID**—Giant, rich velvety carmine flower on good bush and stem. Has won many prizes in last two years. Won two Certificates of Merit. Roots, 75c
- MRS. I. DE VER WARNER. FD**—Orchid lavender. One of the best regardless of price. Roots, 25c.
- MURPHY'S MASTERPIECE. ID** — Immense blooms of deep dark red on stocky bush and good stem. Has won many friends. Roots, \$1.50; Plants, 50c.
- OLYMPIC SUNSET. S-C**—Free bloomer of a pleasing blend of coral, orange, and lemon yellow. Plants, 50c.
- ORIENTAL GLORY. ID**—A real oriental color. Has won many prizes. Roots, 50c.
- PALO ALTO. S-C**—This Dahlia comes highly recommended, having won in many shows. Bright salmon, shading to a gold center. Stems and bush growth good. Plants, 50c.
- PENN CHARTER. ID**—Massive, rich gold flowers tinted with apricot. Fine bush and heavy foliage. Roots, 25c.
- PINK SPIRAL. IC**—Beautiful peach blossom pink blooms. Plants, 50c.
- POSIE MORAVY. ID**—Beautiful dainty flower with ruffled edges. Color, white with pink and orchid tints. Plants, 50c.
- POT OF GOLD. ID**—Clear yellow flowers with wavy petals. Excellent growth and stems. Makes good cut flower. Roots, 50c.
- PRIDE OF AMERICA. S-C**—An Honor Roll Dahlia. Primrose yellow with pink reserve. Perfect stems. High full center. Petals fold back to stem. Roots, \$1.00; Plants, 50c.
- PRIDE OF AUSTINBURG. ID**—Won highest score at Storrs, Conn., in 1935. Stems perfect and very heavy insect-proof foliage. Color, grenadine pink and light orange yellow with reverse light purple. Roots, \$1.00; Plants, 50c.
- PRIDE OF CALIFORNIA. FD**—Rich deep red, Very large and fine. Roots, 25c.
- PRIDE OF STRATFORD. ID**—Face of petals orange, reverse madder brown. Strong grower. Roots, 25c.
- PRINCE OF PERSIA. ID**—A popular bright red Dahlia. Large, deep attractive flower. Bush growth strong. Roots, 35c.
- RAY WARNER. ID**—Somewhat the color of Jersey's Beauty, but a few shades brighter. Petals twisted and bush always full of bloom. Plants, 50c.
- RED JUG. IC or S-C**—This Dahlia has made very many friends. Color, crimson red. Roots, \$1.00; Plants, 50c.
- RED SALUTE. FD**—Bright scarlet, reverse old rose on scarlet. Strong bush, good stems. You will like it. Plants, \$2.00.
- RED SUNSET. ID**—Bright vivid scarlet. Long stems on vigorous plant. Scored 85E at Lansing, Mich. Really outstanding. Plants, \$1.50.

- ROBERT EMMET.** **ID**—Bright cardinal on fine stems and bush. **Roots, 75c; Plants, 50c.**
- ROBERT L. RIPLEY.** **ID**—Deep lilac rose. In the largest flower class. Won many prizes. **Roots, \$4.00; Plants, \$1.50.**
- ROMAN EAGLE.** **FD**—Burnished copper. An autumn shade. Strong stems. **Roots, 25c.**
- ROSE FALLON.** **FD**—Large flowers of deep orange to amber. **Roots, 25c.**
- ROSEMARY.** **FD**—Large flowers of phlox pink on straight, stiff stems. Excellent bush growth. Splendid cut flower. **Plants, \$1.75.**
- ROYAL PURCHASE.** **IC**—Very large flowers on long stems clear of the bush. Color, deep straw yellow with outer petals suffused with pink. **Roots, \$1.75; Plants, 50c.**
- SAGAMORE.** **FD**—Golden amber. A choice cut flower. **Roots, 25c**
- SANHICAN'S BLUEBIRD.** **ID**—Violet blue. Very unusual. **Roots, 25c.**
- SATAN.** **S-C**—Exceptionally large flower on unusual stem. You must grow it. The color is scarlet with yellow shadings. **Roots, 50c.**
- STAR OF BETHLEHEM.** **S-C**—Clear white. Fine cut flower. **Roots, 50c.**
- THE FIREMAN.** **ID**—Cardinal red with golden flushes and golden tips at center of flower. Splendid stems. You can't help liking it. **Roots, 50c.**
- THOMAS A. EDISON.** **FD**—Fine, large. Royal purple color. **Roots, 35c.**
- TOWER'S EMPIRE.** **ID**—Empire yellow flower on good stem and bush. Really beautiful. **Plants, 50c.**
- WASHINGTON GIANT.** **ID**—An honor roll Dahlia. Lavender streaked with silver. Good stems. **Plants, 50c.**
- WATCHUNG GIANT.** **ID**—Amber yellow suffused with orange. Splendid bush and stem. A real flower. **Plants, \$1.75.**
- W. H. HOGAN.** **FD**—Garnet red with white tips extending down center of petals. A very popular variegated Dahlia. **Roots, 25c.**
- WHITE DUCHESS.** **FD**—A fine white Dahlia imported from Holland. The White Duchess has won many prizes in Europe. You will like it. **Roots, 35c.**
- WHITE ABUNDANCE.** **ID**—Beautiful ivory white flowers on good stems. Many blooms. **Plants, 50c.**
- WHITE WONDER.** **ID**—Very large, pure white flower with long twisted petals. Strong plant. Good grower. Very well recommended. **Roots, 35c.**
- W. H. T.** **FD**—Unusual color. Old rose, reverse of petals mauve. **Roots, 25c.**
- YOUR LUCKY STAR.** **C**—A beautiful straight cactus of amaranth pink with white center. 1939 introduction of The American Dahlia Farms. Achievement medal winner. You will need this beautiful flower. **Roots, \$10.00; Plants, \$3.50.**

POMPON DAHLIAS

Be sure to grow at least a few Pompons. Each year we sell more and more of these little gems. What other plant will bloom from July until frost, if properly grown, giving an abundance of flowers that will keep for days when cut? Poms are so satisfying; grow them.

All Pompon Dahlia Roots 25c

AIMEE—Very small. Orange apricot.

ATOM—Fiery red. Very small and mighty good.

BABY MARIE OSBORNE—Fine canary yellow.

BOB WHITE—Small, good white.

BRONZE BEAUTY—Gold apricot. Wonderful cut flower.

CHARMING—Lavender pink. Very pretty.

DEE DEE—Pale lilac. Long stems. One of the best.

ELIZABETH—Lemon yellow, tipped red.

FASCINATION—Fawn pink.

GERTRUDE—Glowing carmine. Very bright.

HONEY—Honey yellow. Long stems.

JOE FETTE—Pure white. Long stems.

JOHNNY—Deep dark red. Probably the best Pompon.

LITTLE DAVID—Good. Russet orange.

LITTLE EDITH—Primrose yellow. Perfect.

MARIETTA—Pleasing red.

MARY MUNNS—A deep mauve color on long stems.

MIDGET—Peach pink.

NEATNESS—Amber and rose.

NELLIE FRAZIER—Light ground, edged and tipped with rose.

REGULUS—Cerise purple.

SNOW CLAD—Pure white.

SUNNY DAYBREAK—Yellow, tipped carmine.

SUNSET—Delightful orange.

YELLOW GEM—Canary yellow.

One root each of the above Pompons, 25 in all, \$5.00

Every dahlia root grown in my own gardens

MINIATURE DAHLIAS

With many people, particularly the ladies, these small dahlias are more popular than the large ones. They have the same forms and many of the same colors that the big ones have. They are beautiful in the garden and even more so in the house. Their decorative possibilities are unlimited. Try them and be convinced.

BABY ROYAL. Min. S-C—Pink, shaded apricot with yellow at base of petals. A real gem from Europe. You will like it. Roots, 35c.

BISHOP OF LANDAFF. Min. Duplex—Bright scarlet flower. A lacy garnet foliage. Roots, 50c.

BLUE BIRD. Min. FD—Bluish lavender. Very striking. Different. Roots, 50c.

CORONNE. Min. FD—The white flower resembles a gardenia. Stems perfect. Roots, 50c.

FAIRY. Min. FD—Soft pink, tinted lavender. Good growing habits. Roots, 50c.

LITTLE JEWEL. Min. FD—A most beautiful small flower of a peach blossom pink. None better for cutting. Roots, 25c.

MIRTH. Min. FD—Orange scarlet.. A uniform color. Fine flowers on good bush. Stems long and erect Roots, 35c.

ORCHID LADY. Min. FD—Bright orchid rose. Fine. Roots, 50c.

RAIDER. Min. P—Beautiful flowers of yellow and rose. Petals twist, making a pleasing effect. Roots, 50c.

One root each of the above Miniatures, 9 in all, \$3.00

Collections

Collection A: 6 Pompon roots, \$1.00. An assortment that will please. All different.

Collection B: 6 Giant flowered Dahlia roots, \$1.00. A fine collection. All different.

Collection C: 12 Pompon roots, \$2.00. A superb collection. A garden full. All different.

Collection D: 12 Giant flowered Dahlia roots, \$2.00. A gorgeous collection of America's best Dahlias. All different. A real buy.

Collection E: 5 roots, \$2.50.. High value. One root each of Blue River, Cavalcade, Hunt's Velvet Wonder, Pot of Gold, Red Jug.

Collection F: 4 Plants, \$4.50. Compare this value. One plant each of Discovery, Robert Ripley, Red Salute, Rosemary.

Collection G: 8 Plants, \$3.50. You can't beat this. One plant each of Blue River, City cf Cleveland, Golden Prince, Miss Elsie Jane, Posie Moravy, Red Jug, Royal Purchase, Washington Giant.

SPECIAL DISCOUNT

NOTE:—For each \$5.00 (Five Dollars') worth of Dahlias ordered, except the special collections, you may select \$1.00 (One Dollar's) worth free from the catalogue.

Every root guaranteed to grow



